

To: [REDACTED]
From: "Hunter Walk" <hunter@google.com>
Cc:
Bcc:
Received Date: 2008-04-10 06:18:48 CST
Subject: Fwd: [Yt-emea-monetization] YouTube Teens

generally interesting if you haven't seen this already

----- Forwarded message -----

From: Ed Sanders [REDACTED]
Date: Thu, Apr 10, 2008 at 5:15 AM
Subject: [Yt-emea-monetization] YouTube Teens
To: [REDACTED]

Folks,

Attached some really interesting data on *teens on YouTube*, which we have done in Marketing. This is UK data.

Feel free to share externally, as part of presentations to partners or advertisers ... and with vigour. Please ping me or Henry Eccles (who ran the study) if you have any questions.

Ed

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Ed Sanders
International Product Marketing Manager, YouTube
Google, London
Tel [REDACTED] | Mobile [REDACTED]

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Ed Sanders
International Product Marketing Manager, YouTube
Google, London
Tel [REDACTED] | Mobile [REDACTED]

Yt-emea-monetization mailing list

[REDACTED]
<https://mailman.corp.google.com/mailman/listinfo/yt-emea-monetization>

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Hunter Walk
YouTube Product Management
hunter@google.com

Check out today's most popular videos: <http://www.youtube.com/browse?s=mp>

Attachments:

youtube specifics.pdf



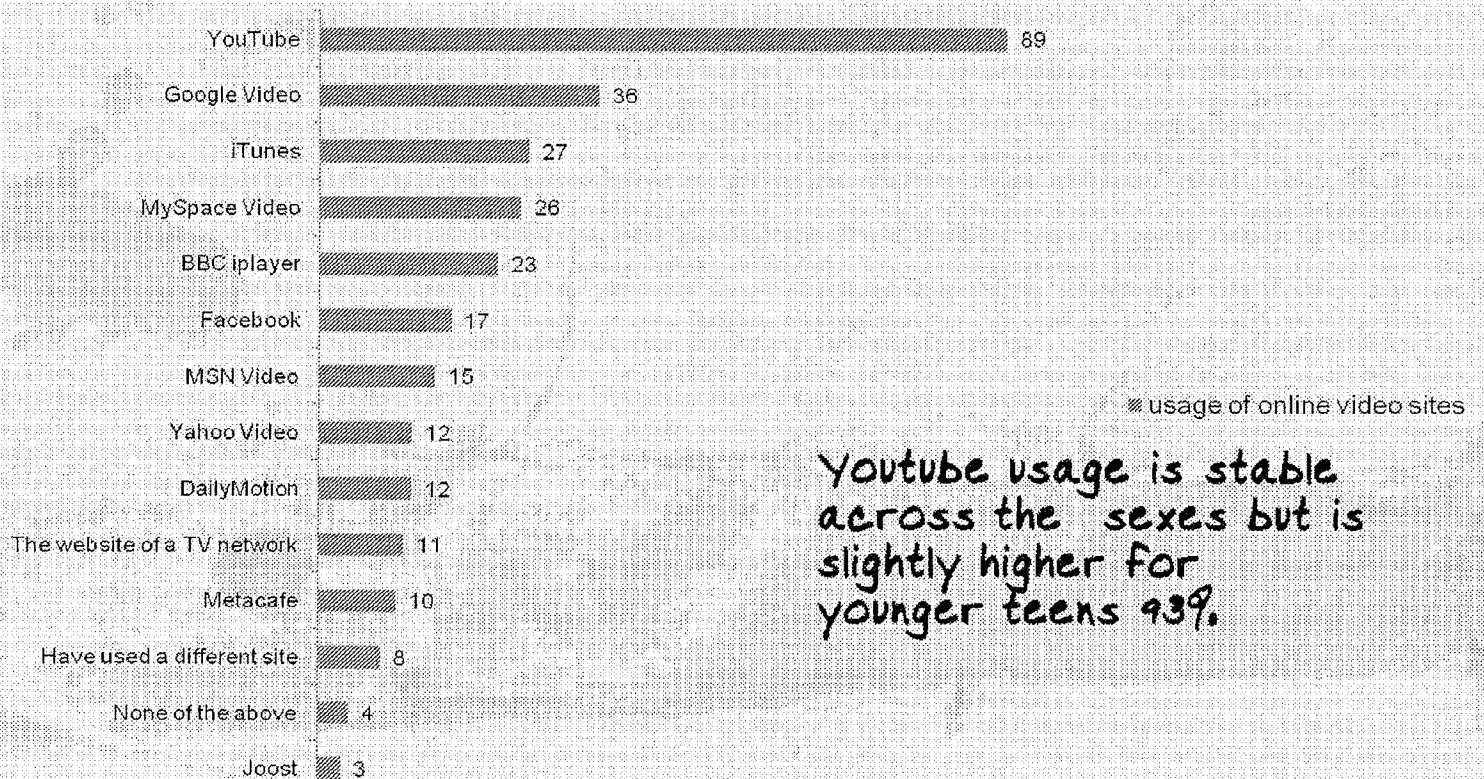
Google™

You Tube Teen profile



Youtube data

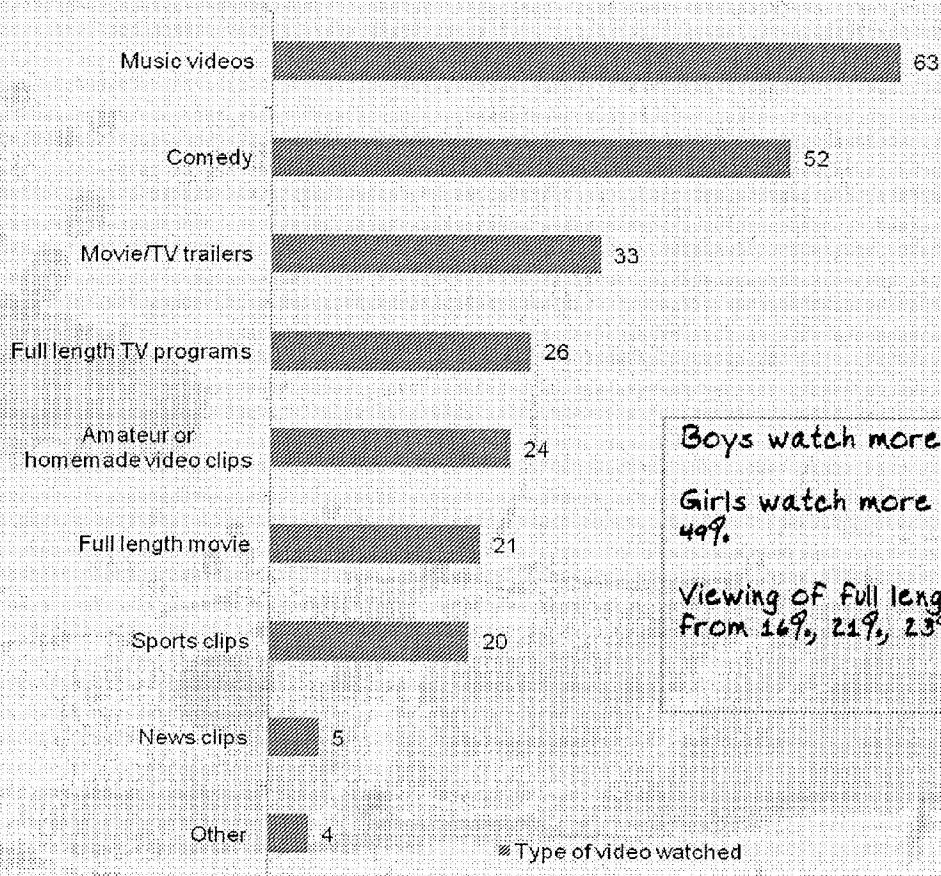
96% aware of Youtube – no real differentiation according to sex or age, awareness converts well to usage



Youtube usage is stable across the sexes but is slightly higher for younger teens 93%.



Type of online video watched



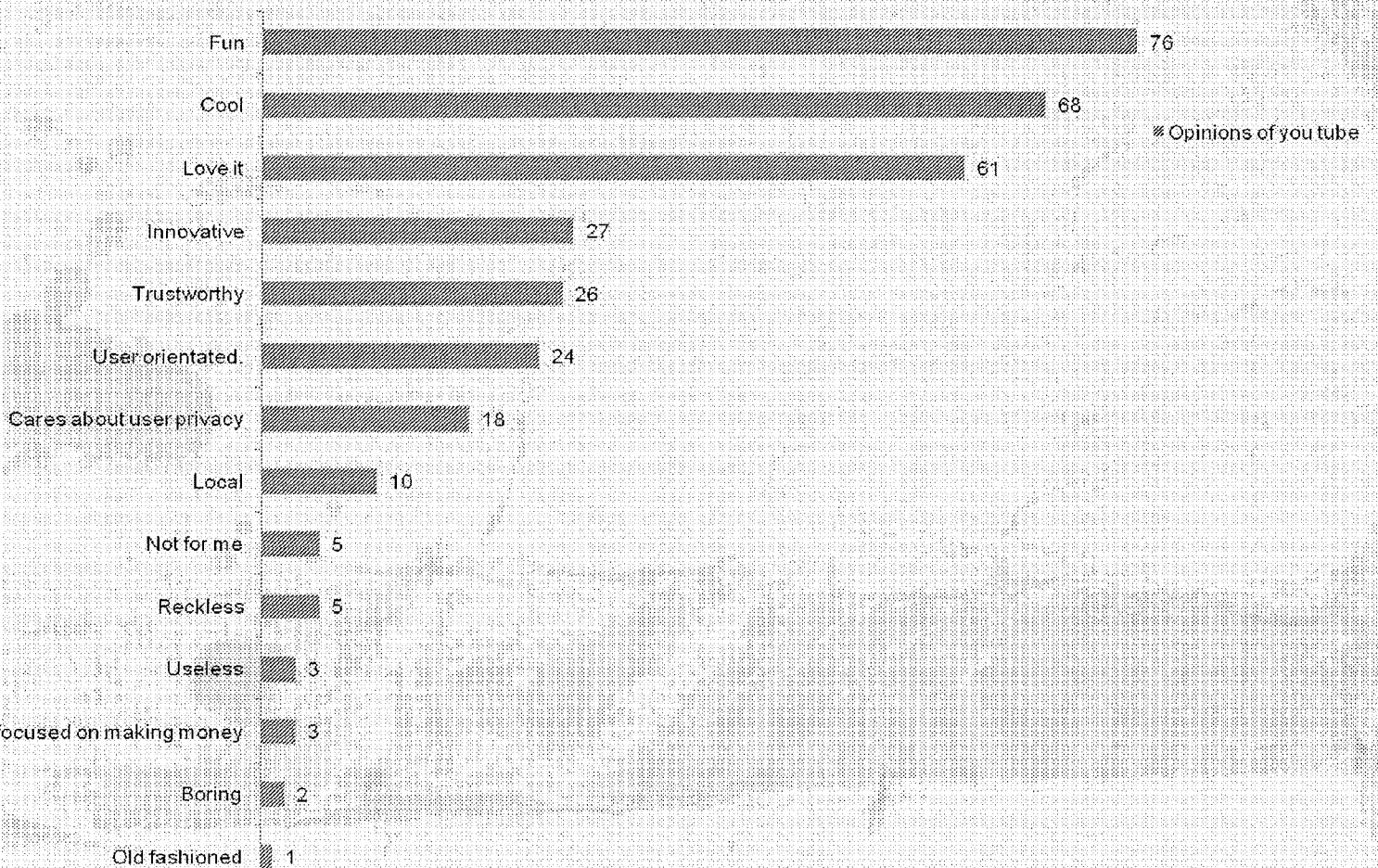
Boys watch more sports clips than girls 35% v 7%.

Girls watch more music videos than boys 75% v 49%.

Viewing of full length video online increases with age from 16%, 21%, 23%.



Opinions of you tube vary significantly by age





Opinions of you tube vary significantly by age

Boys perceive Youtube as more innovative 33% v 21%.

Girls love it more 65% v 56%.

User orientated jumps for the older ones from 21% to 27%.

Innovativeness increases with age 17%, 23%, 33%. - All percentages move up though the age segments (i.e. 12-13, 14-15, 16-18)

Caring about user privacy drops off as teens get older 26%, 20%, 14%.

Trustworthiness drops with age 35%, 27%, 21%.

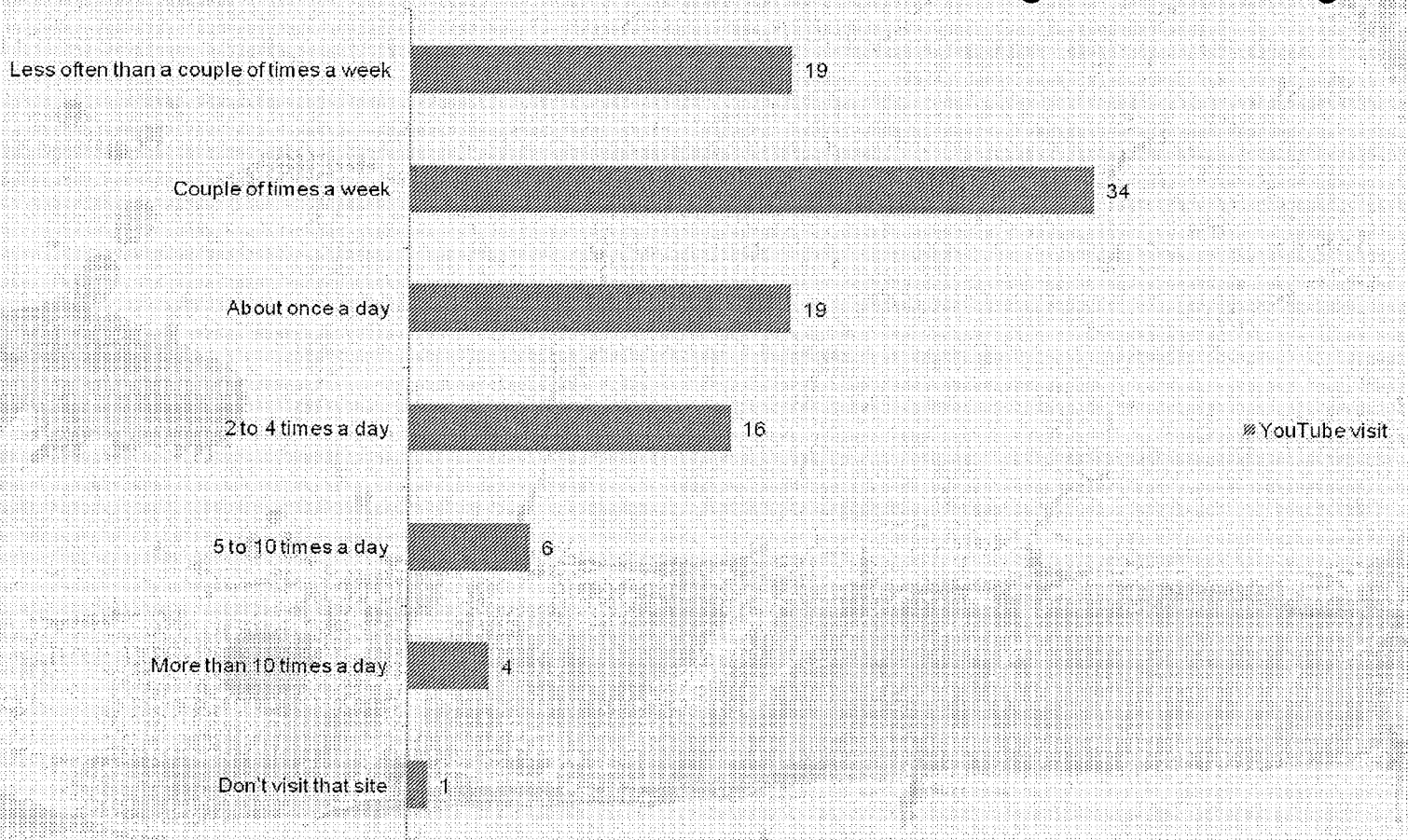
Love it drops 67%, 63%, 57%.

Cool drops 74%, 67%, 65%.

Fun drops 84%, 76%, 72%.

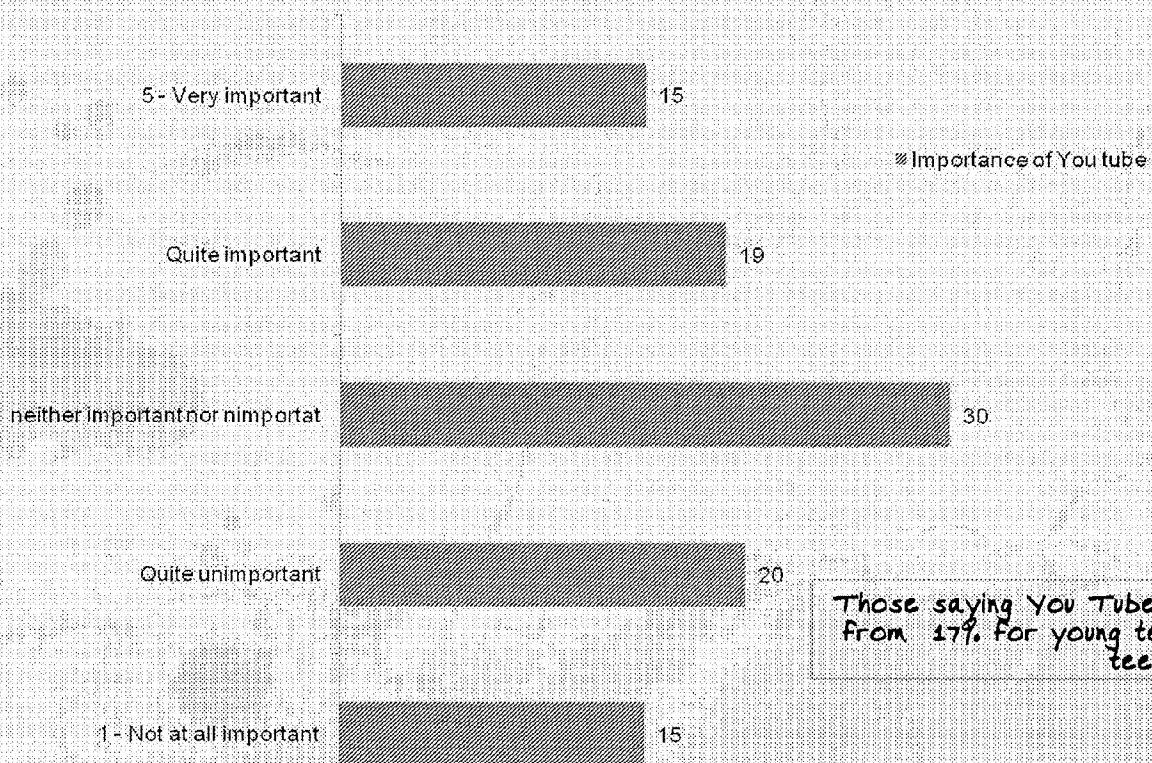


YouTube frequency of usage is stable across gender and age





Importance of You tube



Those saying You Tube is V important drops from 17% for young teens to 11% for older teens



likelihood to recommend Youtube

